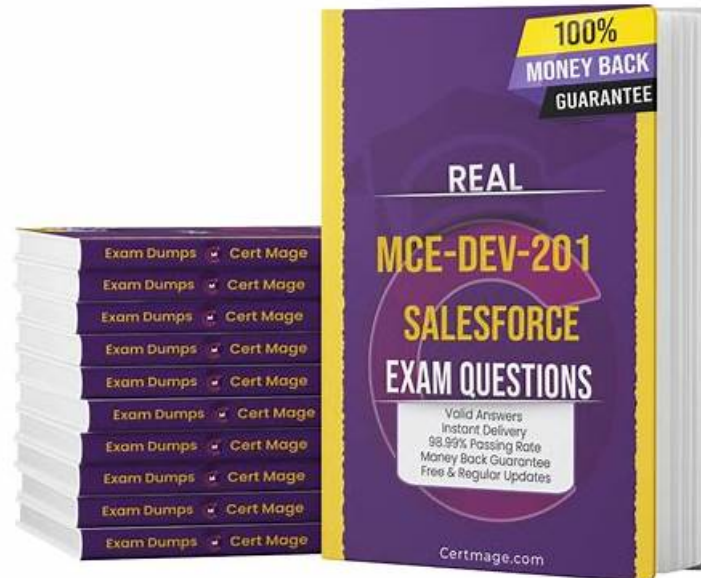


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Salesforce Certified Marketing Cloud Engagement Developer Sample

Questions (Q195-Q200):

NEW QUESTION # 195

A developer wants to programmatically inject Contacts into a journey via REST API. What is the recommended route using POST data extension fields and values?

- A. /interaction/v1/interactions
- B. /interaction/v1/events
- C. /interaction/v1/eventDefinitions
- D. /contacts/v1/contactEvents

Answer: B

Explanation:

To programmatically inject Contacts into a journey via the REST API, the recommended route is /interaction/v1/events. This endpoint allows you to trigger an event which can be configured to start a journey for the specified contacts.

References:

Salesforce Marketing Cloud REST API

Journey Builder API

NEW QUESTION # 196

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable caaptld. The developer does NOT want the Appointment ID to be visible to anyone using the form. What is the best method to ensure the parameters are passed successfully to the data upsert page?

- A. <input id="apptld" type="text" value="%%v(@>apptld)a%%" readonly>
- B. <form action="%%=MicrositeURL(123,,apptld',@apptld)a%%" method="post">
- C. <form action="%%=CloudPagesURL(123,'apptld',@apptld)a%%" method="post">
- D. <input id="Mapptld" type="text" value="%%v(@apptld)a%%" hidden>

Answer: C

Explanation:

To securely pass parameters between CloudPages without exposing them, use the CloudPagesURL function within a form action. This method encodes the parameters and securely posts them to the target CloudPage.

* CloudPagesURL: Encodes and includes parameters securely.

* Form Method: Using the post method ensures parameters are sent in the request body, adding another layer of security.

Salesforce CloudPagesURL Function

NEW QUESTION # 197

An email requires custom AMPscript to append the subscriber's zip code to a link in the email. A field name zipcode already exist in the sending data extension. Its important Marketing Cloud tracks subscribers who click on the link. Which two AMPscript functions should be used in the setup? Choose

- A. RedirectTo
- B. 2Lookup
- C. HTTPGet
- D. Contact

Answer: A,B

Explanation:

To append the subscriber's zip code to a link and ensure that the clicks are tracked, you should use the Lookup function to retrieve the zip code from the data extension and the RedirectTo function to create the link with tracking enabled.

* Lookup: Retrieves the zip code from the data extension.

* RedirectTo: Ensures that the link with the appended zip code is tracked.

* Example:

ampscript

Copy code

```
%%[ SET @zipcode = Lookup("DataExtensionName", "zipcode", "SubscriberKey", _subscriberkey) SET  
@link = Concat("http://example.com?zip=", @zipcode) ]%% <a href="%%=RedirectTo(@link)=%%">Click Here</a> Salesforce  
AMPscript Lookup Function Salesforce AMPscript RedirectTo Function
```

NEW QUESTION # 198

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record.

The following AMPscript statement is included in an email:

IF (Balance > 6.00) THEN

SET @Result = 'Balance is more than \$6.00

ENDIF

Why would this IF statement yield unintended results?

- A. The comparison should use the < operator.
- B. Double quotes should be used instead of single quotes.
- C. Balance is a protected keyword.
- **D. The operands are not the same data type.**

Answer: D

Explanation:

The Balance field is a text field and contains the value "\$6.96", which is a string. The IF statement is comparing a string with a numeric value (6.00). Since the operands are not of the same data type, this can yield unintended results. To correctly compare the balance, the string should be converted to a numeric value.

* Example:

```
%%[ SET @Balance = "6.96" /* Simulating text field value */ IF (Value(@Balance) > 6.00) THEN SET
```

```
@Result = 'Balance is more than $6.00' ENDIF ]%%
```

Salesforce AMPscript Data Types and Conversion

NEW QUESTION # 199

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented?

- A. Add a data retention policy to the Send Log, then run reports from the Send Log data extension.
- B. Copy new Send Log records to an Archive data extension, then run reports from the Send Log data extension.
- C. Add a data retention policy to the Send Log, then run reports from the _Opens data view.
- **D. Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.**

Answer: D

Explanation:

To execute daily reports on all subscriber activity without impacting send performance, the best practice is to copy new Send Log records to an Archive data extension, then run reports from the Archive data extension (C). This approach ensures that the reporting activity does not interfere with the performance of ongoing send operations.

References:

Salesforce Marketing Cloud Send Log Best Practices

Data Extension Best Practices

NEW QUESTION # 200

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